



# Your Guide To Real-Time

And Personalized  
Omnichannel  
Business  
Communications





# Introduction

Winning over technology - It's the key aspect of an ever evolving era. We are being revolutionized by the latest technologies and innovations. Business models are being rewritten, making them more agile, customer-centric, and responsive. Being a digital business is no longer an afterthought, unlike a decade ago, and is now a crucial discussion in the company board meetings. Are you ready for tomorrow? It seems "YES", every industry is reshaping its presence according to the emerging technologies. Drifting information swiftly, services are being carried out at a high pace moving forward with the advancements in workspace. Customers have dramatically evolved in the way they interact with a brand, and so must brands!

## Are you aware how we have moved with the timescale?

While digitization has come in waves over the last couple of decades, the real transformation started with the advent of personal computers, followed closely by the internet during 1985-2010. The Internet dramatically changed our world by giving rise to new business models, offering consumers more power and direct access to products at lower prices. The latest wave of digitization (since 2010) includes the adoption of mobile and smartphone technology. In this wave, the focus is entirely on end-user experience, leading to the notions of design thinking and extreme efficiency through augmented intelligence, distributed ledgers, robotic process automation, etc.

While technology revolutions have profoundly impacted businesses, the latest wave of digitization is paving the way for entirely new business models, and some types of organizations are likely to be extinct. In other words, technology is not aiding or enabling these businesses but rewriting the very structure and rules of the industry. The technology revolution has profoundly impacted businesses and fundamentally altered the way we live, work and operate things around us. The latest wave of digitization is paving the way for entirely new business models and some types of organizations are likely to be extinct.

Lime light on the evolving trends! As it appears, going forward, customers will be the center of building robust businesses. Customer experience will play a crucial role in the success of a business, agnostic to the industry, segment, and channel. The power and the potential of real-time enumerations has come to the fore.

It's time to talk! This e-book will walk you through the changing customer experience (CX) and how real-time, personalized omnichannel communication is aiding the change and improving the bottom line. And how a company should go about designing and executing this in their digital ecosystem strategy.



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# What is Omnichannel Communication

A coherent, seamless, completely integrated customer experience perfectly mapped to the customer journey starting from pre-sales to after-sales services and everything needed in between.

As we already know, delivering exceptional customer experience (CX) is a brand's way ahead approach. Omnichannel customer communication delivers a superior customer experience and improves brand value while adding to the bottom line by reducing costs and optimizing various redundant processes.

A good omnichannel communication strategy should encompass online and offline channels such as in-app chat, push notifications, social media support, kiosks, websites, call centers, and physical stores. Bringing all the customer touchpoints under one roof helps provide personalized, real-time support across media channels. Today, various businesses believe they offer an omnichannel communication experience, but as a matter of fact, multichannel is what is available. Let us understand this better.

# The Changing Landscape of Global Internet Users

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- A business exists to serve customers. It needs to be where the customers are, to be able to serve them well, as well as find new ones.
- Approximately 4.66 billion people were using the internet around the world in Jan 2021. This is roughly 60 percent of the global population.
- Internet penetration is increasing, with a little over a quarter billion new users joining the internet in just the past 12 months.
- A majority of internet users, 92 percent, use a mobile device to access the internet for some time apart from PCs.
- Out of the 4.66 billion users, about 4.2 billion (in Jan 2021) users are active on some social media platforms and this number is growing. This is a little more than half the world's population.
- To understand usage, about 9 in 10 of the total internet users use a social media platform every month. Today, 6 social media platforms claim more than a billion active users per month.

The covid-19 pandemic has surely acted as a strong catalyst in the internet's penetration and usage because when people are confined to their homes, they don't have a lot of options. So to connect with friends, family, and coworkers, they use various platforms using the internet.

# The Changing Needs of New-Age Customer

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A user in China is likely to experience a product or service in a very similar way to that of a user in India or the United States. The 21st-century technology companies build products in development centers that could be located anywhere in the world but they are used by customers all over the world, making them truly global products with comparable user experiences.

This means that the consumers are now building on similar habits when using services. This presents a set of challenges that need to be addressed.

## The Need for a Customer-Centric Approach

Customers are increasingly looking to communicate via messaging, self-help options, and other new age media, but the majority of businesses continue to reach their customers over the telephone, or an email which often goes unread. Whereas consumers want to communicate via text messages, in-app chat options, push notifications, and messaging apps rather than a customer center or email. Customer communication demands are changing. Users now seek higher transparency and accountability, and this brings a multitude of opportunities in improving costs and building brand value.

### Challenges

The current digital ecosystem is changing as innovative and seamless ways of communication are taking their place. The existing multi-channel approach seem to have various short-comings not suited for the current requirements, such as :

- Multiple disconnected point solutions.
- Inefficient workflows for creating and editing business content.
- Long turnaround time for making even simple changes.
- Various bottlenecks are caused by overburdened resources.

### Solution

Understanding the shift from multichannel to omnichannel communication is crucial.

- Multi-channel communication is a channel-centric approach that makes the experience inconsistent and fragmented. The information transfer happens, but the communication doesn't talk to the customer.
- Cross-channel communication is a siloed approach. The customer experience is consistent but is still fragmented.
- Omnichannel communications are seamless. The focus is customer experience and comes from designing thinking principles of how the customer is engaged with the brand.

A robust omnichannel communication helps a business in various ways :

- | **89 percent of companies** are focused on improving their customer experience (CX) via the inclusion of digital platforms.
- | A staggering **10 percent year-on-year growth** can be achieved with good omnichannel customer engagement.
- | **67 percent of customers** prefer self-service capabilities rather than talking to a representative.
- | A direct boost upward of **5 percent to profitability** for businesses that use analytics to improve customer satisfaction.

# Real-Time and Personalized Omnichannel Communication

Every business is morphing itself to provide a smooth customer experience. For the customer experience to be harmonious, understanding customer behaviors and their problems must be thorough. The decision-makers need to put themselves in the customer's shoes and empathetically design the solutions. Getting the right customer experience depends on factors like the support team, company policies, work culture, decision-making, ownership allowed, etc.

With the right design and approach, this can augment revenues, improve customer loyalty, and positively impact the bottom line. There is overwhelming evidence showing that better customer experience drives loyalty to a brand irrespective of the industry.



To design a customer experience, the primary requirement is to understand the customer journey:

- **Pre-enrolment stage** - Awareness
- **Enrolment stage** - Acquisition and onboarding
- **Post-enrolment stage** - Start using the product or services
- **After-sales services** - Feedback, support, cross/up-sell, etc

At each stage, enough scaffolding will help the customer feel valued, improve the brand value, reduce the churn, improve word of mouth, and ultimately the bottom line.

## Elements of Omnichannel Business Communication

### Consistency

Across the customer lifecycle, the experience and messaging should be consistent and real-time, to achieve this :

Understand the needs of your customers and their preferred channel of communication. Integrate these channels (online or offline) to a single board for consistent messaging.

Understand the customer journey to offer information as well as scaffolding for customers. Based on activities and interaction at every touchpoint, customer support should be optimized for customers providing real-time help like self-help portal, live chat, or query resolution.





## Engagement

Active participation, which is real-time and personalized, helps provide a good customer experience and get critical customer behavior insights. Multiple tools such as level 1 chatbots aided by live chat or support call for level 2 or level 3 queries, self-help portal, etc.

## Unified Customer Data

Integrating all customer data into a single dashboard helps in gaining real-time insights into the last customer interaction. This helps in providing valuable insights for product or service improvement and provides the complete picture of customer's engagement, eventually helping in improved personalized response and in real-time.

There is better response time and a much better understanding of the user journey.

## Governed by a Centralized Process

As an extension to bring consistency, bringing all the communication under a centralized technology platform is critical as it brings stability and seamless experience across the board. This improves the first response time, brings real-time communication capability, and improves average response time.

## Personalized Communication

When the customer journey can be identified, all the data across media can be compiled to give a better understanding of customer needs. The next step is to engage this user with the intent to serve them in the best possible manner. If done right, personalized communication offers insights that are very strategic and help in building long-lasting customer relations.



# Benefits of Omnichannel Business Communication



## Better Utilization of Resources

Optimizing the touchpoints means reducing the noise and streamlining the process. Once this is achieved it directly means a lot of redundant processes are removed freeing up resources. This also corresponds to better response time, unified communication, and resolution.



## Retention and Expansion

A staggering 89 percent in customer retention and an approximate 11 percent improvement in conversion happens because of better customer experience. Improved customer experience leads to a better brand value which corresponds to higher customer acquisition and ultimately sustainable organic business growth.



## Improved Return on Investment (RoI)

There are three clear benefits :

- Improved resource usage, with the reduction in the number of touchpoints and consistent communication across the customer life cycle.
- Higher capacity leading to better customer query resolution. There is a significant improvement in first response time and average response time.
- This improves customer satisfaction, improves the lifetime value of customers, and lowers churn.

# Why Real-Time Matters

When a customer faces a challenge while using a product or service they want to know what can be done at that point to solve it. Since this new-age customer is more aware of the digital ecosystem, not being able to do anything is certainly a bad experience.



## Let us take some examples:



As a mobile user, a lot of customers get fed up with call drops, network outages, or internet bandwidth issues. If the customer queries are addressed as they arise, customer porting can be significantly reduced. Omnichannel communication can support real-time query resolution assuaging the customer at the right moment and eventually delighting them.

If a customer is buying insurance and is in the free look-up period, they are more likely to be anxious about taking the right plan or choosing the right insurer. They will ask around for any small doubt and if not satisfied, they might switch to the insurer who has the answer. With omnichannel communication the company can be more responsive and reduce the dropout rates. On top of it, with timely reminders and support the company can also boost its renewal rates.



Imagine you are stuck somewhere and wish to book a cab to go back to your home. Now you have been trying to book a cab from your service provider but the request is not getting through. Imagine this in the middle of the night. This problem needs to be resolved at the moment, not on a weekday between 9am to 5pm.

Imagine you are playing a game on your gaming console and suddenly some function is not responding. You would want to troubleshoot it right there or need help from a technician who can solve it over a call. If the technician knows your console, your gaming history, they can engage much better with you, calming you while solving the issue at hand.



Real-time communication can happen when the companies can derive value from existing customer data by integrating them with powerful CCM engines and providing quick resolution. This is a powerful way to delight your customer every time they interact with your company, and every time this presents an opportunity to add to your brand value.

# Why Personalize

Does a company care for its customers? If yes, how do you show it to your customers? That is where personalized communication comes in. When a customer feels valued, they are likely to be loyal users, strong advocates, and lifelong users of the products or services. Bringing all the customer information from across digital media, history of interactions with the company, behavior data under one roof will provide unparalleled insights about the customer's aspiration and motivation to use the services.

All this information when processed helps the centralized time to make quick decisions, respond in the most conducive manner, and grow customer perception about the brand.

Let us understand this from some examples:

1 When you are buying insurance, it requires multiple steps. First, insurance plans are difficult to understand. They require a lot of deliberation from buyers. This provides an opportunity for the company to provide scaffolding for the customer to understand the plans better and buy the one which suits them better. But since it is not a quick process, the companies need to make a healthy awareness and information dissemination process personalized to the observed customer behavior. Once the customer is convinced of the value, they are likely to make the buying decision.

2 When you are ordering food, the service provider can collect data from your likes, dislikes, past orders, time of order and type of order, places you have ordered from, to provide an interesting combination for your next order. This is hyper-personalized and delights the customer with a superior experience.



FCI-CCM is focused on building a truly integrated customer experience aligned to customer demands and industry trends.

As our experts flesh out the details about your industry and company, some outright benefits are :

- Our smart platform reduces the time for real-time and personalized communication generation by 85 percent and a staggering 90 percent reduction in template inventory.
- Content with the new age design elements, including visuals, aesthetics, and the ergonomics used to create infographics, CTAs, help declutter information. It directly impacts with a 13 percent reduction in call center volumes and an 11 percent increment in conversions due to better CX.
- A single dashboard for communication monitoring and control empowers businesses making them highly efficient, 55% by our estimates.

## Summary

While an Omnichannel communication strategy transforms the customer experience (CX), these are evolving and cannot be forgotten once done. It isn't enough to offer phenomenal customer experiences the first time, or even a few times. To see the true strength of customer experience(CX), firms have to deliver it every time. CX has to become a part of the company's core focuses - as important as the services it provides. This is the only way to establish the kind of brand loyalty that brings in more customers.

Transformation is just a step away! The world is changing fast. Decision-makers have to continually inculcate the digital customer experiences aligned well with the new age customer. Real-Time and Personalized customer experience are changing the user behavior for good and a well-defined digital strategy optimized and aligned with the changing user expectation will build the company of tomorrow.